



Social Marketing: It's All About Your Customers

Social Marketing

- Uses commercial marketing technologies and theory
 - Influence, rather than coercive strategies
 - Brings about voluntary behavior change
 - Targets specific audiences
 - Focus on personal welfare and that of society
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Distinguishing Features

- Marketing's Conceptual Framework
 - Data Based Decision Making
 - Consumer Orientation and Formative Research
 - Willingness to Change the Product
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Marketing's Conceptual Framework

- Exchange Theory
 - The Four Ps
 - Product
 - Price
 - Place
 - Promotion
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Product

■ Behavior

- Eat 5 A Day
 - Serve lower fat offerings in cafeteria
 - Stock fruits and juices in vending machines
 - Be physically active 5 days a week or more
 - Other examples:
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Product

- What We're Offering People: Bundle of Benefits
 - Physical Activity
 - What benefits could we promise?
 - How would we know which to emphasize?
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Product Must Be:

- Solution to a Problem or Means of Realizing a Dream
 - Benefits
 - Unique
 - Competitive
 - Real:
 - defined in terms of the user's beliefs, practices, and values
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Competition

Keep a Keen Eye on The Competition

- They can go somewhere else
- They can do something else
- They must find your offer more attractive

What is Competition for Physical Activity?

Product Benefits

- Which Benefits Best Distinguish Product from Competition?
- Professional View Versus Consumer View

Product Price

- The Cost of Adopting the Product
 - Money
 - Time
 - Pleasure
 - Loss of Self Esteem
 - Embarrassment
 - Others
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Discussion

- Examples
 - Low fat foods
 - Other behaviors
- List Possible Costs

Place or Channels

- Where People Will Act
 - Where Tangible Products Purchased
 - Where People Are In Right Frame of Mind to Attend to Message
 - Where Service is Provided
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Place

- Examples of Places for 5 A Day
 - Make fruits and vegetables accessible
 - Disseminate information
 - Offer programs
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Multifaceted Promotional Strategy

- Policy Development
 - Professional Training and Education
 - Consumer Education
 - Service Delivery and Access
 - Social Support
 - Skills Building
 - Sales Promotions
 - Direct Marketing
 - Public Information
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Communications Plan

- Creation of Educational Messages that are Memorable and Persuasive
 - Message Design Elements
 - Type of Appeal
 - Tone
 - Spokesperson
 - Aperture
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Distinguishing Features (cont'd)

- Marketing's Conceptual Framework
 - Data Driven Decision Making
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Data Based Decision Making: Planning Model

- Whom do you want to reach?
 - Segment population into audience segments
- What is reasonable to ask them to do?
 - Identify the Specific BEHAVIOR To Promote
- What factors have the greatest influence on their behavior?
- Answers used to design effective interventions around 4 Ps

Segmentation: Traditional Model

- Greatest need given greatest priority
 - Use epidemiological or census data to identify neediest
 - Everyone offered same product benefits, price, place and promotional mix
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Reason to Segment

- Everyone may not want or need the same product
 - Most appropriate intervention varies for each group
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Marketing Approach: Audience Segmentation

- Divide heterogeneous population
 - Into more homogenous subgroups
 - Select priority population
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Marketing: Audience Segmentation

- Different levels of readiness to change
 - Current behavior
 - Have they ever tried it
 - How often do they do it
 - How well do they do it
 - Many "basis variables"
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Criteria for Selecting Targets

- Size
 - Potential impact
 - Responsiveness
 - Need: incidence and/or severity
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Examples

- How would you segment population of elderly people with diabetes?
 - Other examples:
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Team Work

Behavioral Recommendations

- What do you want them to do?
 - What is reasonable to ask them to do next?
 - What will they believe?
 - Examples:
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Team Work

Factors to Address

- Most interventions are based on assumptions about what will motivate people to change
 - How do you know they need more information?
 - How do you know what information they need?
 - Marketers find out which factors have the greatest influence on behavior change.
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What Product Benefits Should We Promote?

- What will consumers gain?
 - What will they find most attractive?
 - What distinguishes product from the competition?
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What Costs Must We Lower?

- What do consumers exchange for product benefits?
- What must they sacrifice?

What Additional External and Internal Factors Must We Address?

- Policies
 - Access
 - Interpersonal factors
 - Intrapersonal factors
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Policies

- What policies or procedures affect their access to services or products?
 - What policies deter them from adopting recommended action?
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Community and Institutional Level

- What services are available?
 - Do people have access to services, products, information?
 - How difficult is it to get needed services?
 - What norms, values and beliefs might influence their decisions to act?
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Interpersonal Factors

- Whose opinions matter?
 - What do those people think and say?
 - How motivated are they to comply with these people?
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Intrapersonal Factors

- Knowledge and beliefs
 - Perceived risk
 - Perceived consequences
 - Self efficacy
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Knowledge and Beliefs

- What do they know about importance of the recommended behavior?
 - What do they know what is being recommended?
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Perceived Risk

- Do they believe they are susceptible or vulnerable to related health problems
 - How severe do they perceive the condition to be?
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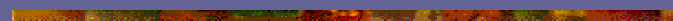
Perceived Consequences

- Benefits: what do they expect to gain if they act?
- Price: what do they expect to give up if they act?

Self Efficacy

- Do they think they can perform the behavior?
 - Do they think they can deal with the consequences?
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Team Work



Consumer Orientation = Consumer Research

- Formative Research
 - Qualitative to identify factors
 - Quantitative to determine which have greatest impact
 - Testing Strategies and Materials
 - Monitoring
 - Evaluation
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Data Collection Strategies

- Participant observation
 - Individual interviews
 - Focus groups
 - Surveys
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Willingness to Change the Offer

- Committed to Designing Products Consumers Want
 - Committed to Modifying Services
 - Committed to Monitoring the Wants and Needs
 - Continuous Quality Improvement
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Steps in the Process

- I. Initial Planning
 - II. Formative Research
 - III. Strategy Development
 - IV. Program Development
 - V. Program Implementation
 - VI. Tracking and Monitoring
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Initial Planning

- Potential audience segments
- Potential recommendations
- Potential determinants of behavior change

Formative Research

- Informal listening
 - Use open ended questions to elicit concerns
- Formal market research

Strategy Formation

- Product: What benefits are most attractive to audience?
 - Price: How can I make the product affordable?
 - Place: Where should I place the product, information about the product?
 - Promotion: How should I promote the product?
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Program Development

- Design
- Pretest

Program Implementation

- Careful coordination

Tracking and Evaluation

- Monitor
- Make mid-course revisions
- Assess impact on behavior

Summary

Social Marketing is

- A behavior change strategy
 - A framework for program planning
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Marketing Mind-Set

- Understand and respond to consumer wants and needs
 - Formative Research Based on Marketing Model
 - who do I want to help?
 - what am I recommending they do?
 - what factors must I address?
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